

18. The laminate of claim 17 wherein the release agent is a silicone.
19. The laminate of claim 16 wherein the paper layer has a thickness of about 3 to 6 mils and the plastic film layer has a thickness of about 1 to 3 mils.
20. The laminate of claim 16 wherein the oriented plastic film comprises a polymer selected from the group consisting of polypropylene, polyethylene and polyester, and wherein the paper layer comprises Kraft paper.
21. The laminate of claim 16 wherein the first corona-discharge treated surface is adhesively laminated to the paper layer by a water-based adhesive.
22. The laminate of claim 21 wherein the water-based adhesive comprises a copolymer selected from the group consisting of an acrylic copolymer composition and a polyvinyl acetate copolymer.
23. The laminate of claim 16 wherein the adhesive is a pressure-sensitive adhesive.
24. The laminate of claim 23 wherein the pressure-sensitive adhesive comprises an adhesive selected from the group consisting of a rubber, a vinyl rubber, a polyvinyl ether, a polyvinyl butyral, a polyisobutylene or an acrylic.
25. The laminate of claim 23 wherein the pressure sensitive adhesive is applied to either the un-laminated paper outer surface or un-laminated film outer surface of the laminate.

26. The laminate of claim 16 wherein an outer surface of the plastic film layer is metallized.

27. The laminate of claim 16 wherein adhesive used to adhesively laminate the first corona discharge treated surface to the paper layer produces a stronger bond than that obtainable from the adhesive used to adhere the laminate to the item, thus allowing the laminate to be stripped off of the item in one piece.

28. The laminate of claim 16 wherein the un-laminated paper outer surface of the laminate includes the adhesive, and the un-laminated film outer surface is corona discharge treated to render said surface receptive to inks.

29. The laminate of claim 16 wherein the oriented plastic film layer comprises first and second opposed surfaces, wherein both said first and said second plastic film layer surfaces are corona discharge treated, wherein one said corona discharge surface is adhesively cold laminated to said paper layer and wherein the remaining, unlaminated surface of said plastic film layer is provided with a layer of a release agent.

30. The laminate of claim 16 wherein the oriented plastic film layer further comprises a second surface, opposed to said first, corona-discharge treated surface, and wherein said second surface is not corona discharge treated to prevent adhesion to an adjacent overlapping plastic film layer.